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IDENTIFIERS	Mountain Plains Program

ABSTRACT

One of thirteen individualized courses included in a marketing curriculum, this course is concerned with learning the factors which help mantain good relations among employers, employees, and customers. The course is comprised of two units: (1) Basic Human Relations and (2) Understanding Employer-Employee Relations. Each unit begins with a Unit Learning Experience Guide that gives directions for unit completion. The remainder of each unit consists of Learning Activity Packages (LAP) that provide specific information for completion of a learning activity. Each LAP is comprised of the following parts: objective, evaluation procedure, resources, procedure, supplemental sheets, study guide, and a LAP test with answers. The course is preceded by a pretest which is designed to direct the student to units and performance activities. (LRA)

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ED197167

MOUNTAIN PLAINS LEARNING EXPERIENCE GUIDE:

Marketing.

Course: Human Relations in Marketing.

CE 027 787

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NATIONAL INSTITUTE OF EDUCATION

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File Code: 27.03.00.00.A2-1

Date Published: 3/18/75

Learning Experience Guide

COURSE: HUMAN RELATIONS IN MARKETING

DESCRIPTION:

This course is concerned with learning the factors which help maintain good relations among employers, employees and customers.

RATIONALE:

Since there is a great deal of personal contact involved in most marketing occupations, success in marketing is dependent upon the way a worker gets along with people.

PREREQUISITES:

Communication skills at Level E.

OBJECTIVE:

Identify the factors which promote good human relations in marketing occupations.

RESOURCES:

A resource list is attached.

GENERAL INSTRUCTIONS:

Complete units in this course unless otherwise specified in Student Work Plan.

UNIT TITLES:

.01 Basic Human Relations
.02 Understanding Employer-Employee Relations

EVALUATION PROCEDURE:

Complete performance activities in Unit .03 and complete the course test with 80% accuracy for final evaluation.

Principal Author(s): T. Preston, B. Egan

RESOURCE LIST

Printed Materials

1. Psychology and Human Relations in Marketing. Donald D. Hiserodt, Gregg Division/McGraw-Hill Book Company, 1969.

Audio/Visuals

35 mm Filmstrips:

1. Power of Store Morale. Merchandiser Film Productions.
2. Serving and Selling the Problem Customer. Merchandiser Film Productions, 1972.
3. Store Rules Make Good Sense. Merchandiser Film Productions.
4. Your Person and Personality. Fredrick S. Wythe, Universal Education and Visual Arts.

Equipment

1. Projector, 35 mm filmstrip, Singer-Graflex or equivalent.
2. Video-tape equipment.

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Date: _____ Date Published: 8/5/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

COURSE POST TEST: HUMAN RELATIONS IN MARKETING

27.03.01.01

1. The term which defines the ability to get along with others is:

   a. personnel management.
   b. personality.
   c. psychology.
   d. human relations.

2. The most common reason for people losing their jobs is:

   a. layoffs on the jobs.
   b. incompetence.
   c. inability to do the work.
   d. failure to get along with other people.

3. The ability to get along with people off the job is referred to as:

   a. unstructural human relations.
   b. formal human relations.
   c. informal human relations.
   d. structural human relations.

4. The word that refers to one's ability to express ideas and opinions without offending others is:

   a. respect.
   b. tact.
   c. honesty.
   d. personality.

5. To have appreciation of another person's worth as a human being is the same as having:

   a. an interest for that person.
   b. a desire for that person.
   c. respect for that person.
   d. a sincere concern for that person.

27.03.01.02

6. A person's self-confidence is most often increased by improvements in his:

   a. mannerisms.
   b. material wealth.
   c. intelligence level.
   d. physical appearance.

7. The word describing a person who has a neat and clean appearance is:

   a. courteous.
   b. industrious.
   c. well-groomed.
   d. well-mannered.

8. The individual actions and style of each person are described as his/her:

   a. mannerisms.
   b. self-confidence.
   c. enthusiasm.
   d. alertness.

9. The feelings or emotions a person has toward a situation, fact or subject are referred to as his:

   a. attitude.
   b. mannerism.
   c. I.Q.
   d. loyalty.

10. The adjective that describes a person who has a desire to work hard is:

    a. loyal.
    b. industrious.
    c. tactful.
    d. lazy.

27.03.01.03

11. A marketing employee who constantly keeps in mind that he is not going to waste his employer's time and supplies demonstrates which of the following traits?

    a. Emotional control.
    b. Integrity.
    c. Industrious.
    d. Cost consciousness.

27.03.01.03 (continued)

12. The ability to analyze is important for which of the following types of people?

    a. Only the boss of a business.
    b. People in unstructured relationships.
    c. Employees in Marketing and Distribution.
    d. People in informal relationships.

13. Business today prefers its employees to do which of the following?

    a. To concentrate on their job or career field and spend less time and effort on society.
    b. To belong to social groups.
    c. To join the local country club.
    d. To be conscious of what is going on in the community.

14. Which of the following is the most frequent cause of a communication breakdown?

    a. Failure to listen.
    b. Mannerisms.
    c. Failure to speak clearly.
    d. Lack of feedback.

15. Which term refers to "the ability to generate new ideas"?

    a. Intelligence.
    b. Creative ability.
    c. Acceptance of change.
    d. Alertness.

27.03.02.01

16. What event in history brought about the change of self-employment to employment by others?

    a. The scientific management.
    b. The organizing of unions.
    c. The Industrial Revolution.
    d. The Magna Carta.

17. In terms of business economics, "man-made resources, such as money, buildings, power and equipment" are examples of which of the following categories?

    a. Goods and services.
    b. Management.
    c. Capital.
    d. Monetary compensations.

27.03.02.01 (continued)

18. In terms of business economics, "natural resources, such as water, minerals, and wood" fall into the category of:

    a. selective resources.
    b. capital resources.
    c. monetary resources.
    d. land resources.

19. An employee discount is a common fringe benefit in a:

    a. wholesale business.
    b. retail business.
    c. production business.
    d. service business.

20. "The process of organizing, planning, and coordinating the efficient use of human and material resources" is a definition of:

    a. direction.
    b. control.
    c. management.
    d. staffing.

27.03.02.02

21. In a business, those employees who assist the employers who accomplish the businesses' primary objectives are of which category?

    a. Office.
    b. Personnel.
    c. Functional.
    d. Staff.

22. How many employees can a good manager effectively supervise?

    a. 9-12
    b. 6-9
    c. 5-7
    d. 12-15

23. Which of the following defines the employee's principle responsibilities and authority and his relationship to his immediate supervisor?

    a. Staff chart.
    b. Job description.
    c. Task analysis.
    d. Flow chart.

27.03.02.02 (continued)

24. A leader who takes on all responsibility, determines all policy, and makes all decisions is practicing which of the following forms of leadership?

    a. Autocratic.
    b. Laissez faire.
    c. Free rein.
    d. Republican.

25. Under which of the following types of leadership are group members encouraged to participate as a team?

    a. Laissez faire.
    b. Democratic.
    c. Autocratic.
    d. Republican.

27.03.02.03

26. The term defining "the system of personal and social relationships that exists between members of a group" is:

    a. authority.
    b. informal organization.
    c. society.
    d. lines of communication.

27. "A particular object that clearly indicates a person's social rank" is which of the following?

    a. Status symbol.
    b. Medallion.
    c. Badge.
    d. Insignia.

28. Communication in the informal organization is most often accomplished by which of the following?

    a. Interoffice memos.
    b. Bulletin board notices.
    c. Briefing memos.
    d. The grapevine.

29. "The science of word meaning" is defined as:

    a. psychology.
    b. communication.
    c. semantics.
    d. telepathy.

27.03.02.03 (continued)

30. In dealing with an unscrupulous fellow worker, the first step should be to:

a. discuss the situation with that worker.
b. take the problem to your supervisor.
c. take the matter to the labor council.
d. discuss the matter with your friends on the job.

27.03.02.04

31. "Employees who function under supervisors, but do not supervise" are referred to as:

a. staff employees.
b. productive employees.
c. functional employees.
d. operative employees.

32. An example of informal employee participation in a company is:

a. committee work.
b. suggestion programs.
c. constant communication with supervisors.
d. profit sharing plans.

33. "A comprehensive study of the opinions and attitudes of employees toward all factors affecting their jobs" is called a(n):

a. popularity poll.
b. opinion poll.
c. morale survey.
d. educational research project.

34. Many businesses have initiated reading improvement programs because management personnel spend how much of their time in reading?

a. 35 percent
b. 85 percent
c. 70 percent
d. 50 percent

35. What is the primary reason for rules in organizations?

a. They inform subordinates when they are getting out of line.
b. They guide employees in accomplishing the goals of management.
c. They provide management with a reason for dismissing employees.
d. They help management keep employees tense.

27.03.02.05

36. Collective bargaining involves which of the following?

a. A single employee and his supervisor.
b. A department conference.
c. A labor union and representatives of management.
d. A union steward and a new employee.

37. According to the text, the key to self-confidence is:

a. a good first impression.
b. good communications.
c. success.
d. honesty.

38. The term that describes "the discussing of issues between the labor and management" is:

a. arbitration.
b. mediation.
c. collective bargaining.
d. committee review.

39. Which of the following statements is true about the ability to make decisions?

a. It is inborn.
b. It can be acquired through experience.
c. It cannot be learned.
d. It depends on your job level.

40. Which of the following groups make up the union membership?

a. Blue-collar only.
b. White-collar only.
c. White-collar and blue-collar.
d. Blue-collar and managerial.

COURSE POST TEST ANSWER KEY: HUMAN RELATIONS IN MARKETING

Occupational Area:
File Code: 27.03.00.00.A2-2
Name:

ANSWERS

.03.01.01	1.	d	27.03.02.02	21.	d	41.	
	2.	d		22.	a	42.	
	3.	a		23.	b	43.	
	4.	b		24.	a	44.	
	5.	c		25.	b	45.	
.03.01.02	6.	d	27.03.02.03	26.	b	46.	
	7.	c		27.	a	47.	
	8.	a		28.	d	48.	
	9.	a		29.	c	49.	
	10.	b		30.	a	50.	
.03.01.03	11.	d	27.03.02.04	31.	d	51.	
	12.	c		32.	c	52.	
	13.	d		33.	c	53.	
	14.	a		34.	d	54.	
	15.	b		35.	b	55.	
.03.02.01	16.	c	27.03.02.05	36.	c	56.	
	17.	c		37.	a	57.	
	18.	d		38.	c	58.	
	19.	b		39.	b	59.	
	20.	c		40.	c	60.	

COURSE TEST ANSWER SHEET

Occupational Area: PRE & POST
File Code: 27.03.00.00 A2-2
Name:
Family Pay Number

Sex M F (Circle 1)

ANSWERS

0301

1. D
2. D
3. A
4. B
5. C

02

6. D
7. C
8. A
9. A
10. B

03

11. D
12. C
13. D
14. A
15. B

0302

16. C
17. C
18. D
19. B
20. C

02

21. D
22. A
23. B
24. A
25. B

03

26. B
27. A
28. D
29. C
30. A

04

31. D
32. C
33. C
34. D
35. B

05

36. C
37. A
38. C
39. B
40. C

41.
42.
43.
44.
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60.

Student: _____ File Code: 27.03.01.00.A2-2

Date: _____ Date Published: 10-2-74

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

UNIT PRETEST: BASIC HUMAN RELATIONS

27.03.01.01

1. The definition of "the science of human behavior" refers to:

   a. psychology.
   b. customer relations.
   c. business relations.
   d. diplomacy.

2. The process of "learning to act on problems and situations" refers to:

   a. administrative skills.
   b. judgement.
   c. supervisory skills.
   d. human relations.

3. To have "well-mannered conduct in consideration of others" defines:

   a. courtesy.
   b. intelligence.
   c. respect.
   d. attitude.

4. Which of the following work fields is most dependent on human relations?

   a. medicine.
   b. transportation.
   c. the entertainment field.
   d. marketing.

5. For a retail salesman, which characteristic would most likely increase his sales?

   a. a knowledge of the different types of people and how to handle them.
   b. a superior knowledge of selling techniques.
   c. aggressiveness.
   d. a dynamic personality .

27.03.01.02

6. What type of characteristic are posture, body structure, and appearance?

   a. physical.
   b. mental.
   c. spiritual.
   d. emotional.

27.03.01.02 cont.

7. Which of the following is the most important trait in determining whether or not a person has good character?

   a. courtesy.
   b. initiative.
   c. honesty.
   d. alertness.

8. The ability to work and act without being urged is referred to as:

   a. attitude.
   b. character.
   c. industriousness.
   d. initiative.

9. A shoe salesman who helps a woman with large feet should display which of the following traits?

   a. honesty.
   b. tact.
   c. aggressiveness.
   d. initiative.

10. The first step in developing a desirable sales personality would be to:

   a. develop a systematic plan for improvement.
   b. realize a need for improvement.
   c. have a strong desire to improve.
   d. compare yourself to others.

27.03.01.03

11. A person who is not just holding a particular job until he can find something better, but is committed to an idea or subject is usually described as being:

   a. industrious.
   b. self-confident.
   c. dedicated.
   d. integral.

12. If an employee in a retail store is honest and acts according to a code of ethics, he is said to have which of the following traits?

   a. initiative.
   b. loyalty.
   c. alertness.
   d. integrity.

13. Misunderstandings and errors are most often the result of which of the following?

   a. ineffective communication.
   b. technicalities.
   c. inability to make decisions.
   d. cognative dissonance.

27.03.01.03 cont.

14. Which of the following abilities is considered to be the key to problem solving?

    a. ability to make decisions.
    b. ability to analyze.
    c. decision making ability.
    d. knowledge of human relations.

15. Which of the following types of communication skills is most essential in marketing?

    a. written.
    b. oral.
    c. graphic.
    d. illustrative.

UNIT TEST ANSWER SHEET

Occupational Area:
File Code: 27.03.01.00.A2-2
Name:

ANSWERS

27.03.01.01	1.	A		21.		41.	
	2.	B		22.		42.	
	3.	A		23.		43.	
	4.	D		24.		44.	
	5.	D		25.		45.	
27.03.01.02	6.	A		26.		46.	
	7.	C		27.		47.	
	8.	D		28.		48.	
	9.	B		29.		49.	
	10.	C		30.		50.	
7.03.01.03	11.	C		31.		51.	
	12.	D		32.		52.	
	13.	A		33.		53.	
	14.	B		34.		54.	
	15.	B		35.		55.	
	16.			36.		56.	
	17.			37.		57.	
	18.			38.		58.	
	19.			39.		59.	
	20.			40.		60.	

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Date Published: 3/18/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Business Human Relations

OBJECTIVE:

Identify the three most important goals of human relations in business and define the three most important personal traits needed in customer relations.

EVALUATION PROCEDURE:

Complete a student-scored multiple-choice objective test. Successful completion is eight out of ten items.

RESOURCES:

Psychology and Human Relations in Marketing, Miserodt, 1969.
Filmstrip: "Serving and Selling the Problem Customer", Merchandiser Film Productions, 1972.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 1 through 8.
3. Neatly answer questions 1 through 7 at the top of page 9, and questions 1 and 9 at the bottom of page 9, on a separate sheet of paper.
4. Ask a fellow student to help with the Project Goal on page 12. Write the evaluation - part A, B, & C on a separate sheet of paper.
5. Turn in all answer sheets to the instructor.
6. Return the text.
7. Take the LAP test. Correct all errors.
8. When the assignment is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.03.01.01.A2-2

Date: _____ Date Published: 7/1/1974

LAP TEST: BUSINESS RELATIONS

1. The term which defines "the ability to get along with others" is:

   a. personnel management.
   b. personality.
   c. psychology.
   d. human relations.

2. The most common reason for people losing their jobs is:

   a. lay offs on the jobs.
   b. incompetence.
   c. inability to do the work.
   d. failure to get along with other people.

3. The definition of "the science of human behavior" refers to:

   a. psychology.
   b. customer relations.
   c. business relations.
   d. diplomacy.

4. The process of "learning to act on problems and situations" refers to:

   a. administrative skills.
   b. judgement.
   c. supervisory skills.
   d. human relations.

5. To have "well-mannered conduct in consideration of others" defines:

   a. courtesy.
   b. intelligence.
   c. respect.
   d. attitude.

6. To have appreciation of another person's worth as a human being is the same as having:

   a. an interest for that person.
   b. a desire for that person.
   c. respect for that person.
   d. a sincere concern for that person.

7. The primary motive of a businessman is:

   a. low employee turnover.
   b. profit.
   c. high production.
   d. employee satisfaction

8. The primary reason for requesting personal job interviews is to determine an applicant's:

   a. background.
   b. job skills.
   c. human relations abilities.
   d. interests and ambitions.

9. Which of the following is the main objective of good human relations?

   a. to maintain respect.
   b. to increase production.
   c. to maintain authority.
   d. to obtain cooperation.

10. For a retail salesman, which characteristic would most likely increase his sales?

   a. a knowledge of the different types of people and how to handle them.
   b. a superior knowledge of selling techniques.
   c. aggressiveness.
   d. a dynamic personality.

LAP TEST ANSWER KEY: BUSINESS RELATIONS

1. d
2. d
3. a
4. b
5. a
6. c
7. b
8. c
9. d
10. d

File Code: 27.03.01.02.A2-0

Date Published: 3/18/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Personal Traits Needed in Marketing

OBJECTIVE:

Identify and describe seven (7) personal traits needed by all workers in marketing and distribution occupations.

EVALUATION PROCEDURE:

Complete a student-scored multiple-choice objective test. Successful completion is eight out of ten items.

RESOURCES:

Psychology and Human Relations in Marketing, Rinerodt, 1969.
Filmstrip: "Your Person and Personality," Universal Education and Visual Arts.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 13 through 22.
3. Neatly answer questions 1 through 11 in the middle of page 23, and questions 3 and 5 at the bottom of page 23, on a separate sheet of paper.
4. Ask a fellow student to help with the Project Goal on pages 28 and 29. Complete each step. Write on a separate sheet of paper.
5. Turn in your answer sheet to the instructor.
6. View filmstrip, "Your Person and Personality".
7. Return the text.
8. Take the LAP test. Correct all errors.
9. If this assignment is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.03.01.02.A2-2

Date: _____ Date Published: 7/1/1974

LAP TEST: PERSONAL TRAITS NEEDED IN MARKETING

1. The term defining the "totality of an individual's character traits, attitudes and habits" is:

   a. mannerism.
   b. temperament.
   c. appearance.
   d. personality.

2. A person's self-confidence is most often increased by improvements in his:

   a. mannerisms.
   b. material wealth.
   c. intelligence level.
   d. physical appearance.

3. The individual actions and style of each person are described as his/her:

   a. mannerisms.
   b. self-confidence.
   c. enthusiasm.
   d. alertness.

4. The adjective that describes a person who has a desire to work hard is:

   a. loyal.
   b. industrious.
   c. tactful.
   d. lazy.

5. Which of the following is the most important trait in determining whether or not a person has good character?

   a. courtesy.
   b. initiative.
   c. honesty.
   d. alertness.

6. The ability to work and act without being urged is referred to as:

   a. attitude.
   b. character.
   c. industriousness.
   d. initiative.

7. Enthusiasm is a mental attitude reflected most by which of the following?

   a. an intense or eager interest in a subject.
   b. indifference.
   c. goodwill toward customers.
   d. dependability.

8. Honesty and respect for other people and their property make up what part of a person?

   a. personality.
   b. intelligence.
   c. character.
   d. mannerisms.

9. A shoe salesman who helps a woman with large feet should display which of the following traits?

   a. honesty.
   b. tact.
   c. aggressiveness.
   d. initiative.

10. The first step in developing a desirable sales personality would be to:

   a. develop a systematic plan for improvement.
   b. realize a need for improvement.
   c. have a strong desire to improve.
   d. compare yourself to others.

LAP TEST ANSWER KEY: PERSONAL TRAITS NEEDED IN MARKETING

1. d
2. d
3. a
4. b
5. c
6. d
7. a
8. c
9. b
10. c

File Code: 27.03.01.03.A2-0

Date Published: 3/16/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Marketing Attitudes

OBJECTIVE:

Identify the nine (9) attitudes specifically needed by all marketing workers.

EVALUATION PROCEDURE:

Complete a student-scored multiple-choice objective test. Successful completion is eight out of ten items.

RESOURCES:

Psychology and Human Relations in Marketing, Risenedt, 1969.

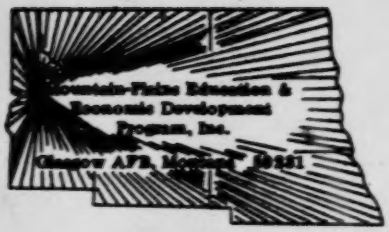
PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 32 through 39.
3. Neatly answer questions 1 through 10 at the top of page 40, and questions 5 and 6 at the bottom of page 40, on a separate sheet of paper.
4. Turn in your answer sheet to the instructor.
5. Return the text.
6. Take the LAP test. Correct all errors.
7. If successfully completed, ask instructor for unit test .01. Ask instructor for Performance Test over unit .01.
8. If successful, continue to unit .02, "Understanding Employer - Employee Relations".

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.03.01.03.A2-2

Date: _____ Date Published: 7/2/1974



LAP TEST: MARKETING ATTITUDES

1. Which person in a firm initially evaluates the personal qualities of job applicants?

   a. personnel officer.
   b. department supervisor.
   c. foreman.
   d. executive secretary

2. A person who is not just holding a particular job until he can find something better, but is committed to an idea or subject is usually described as being:

   a. industrious.
   b. self-confident.
   c. dedicated.
   d. integral.

3. Business today prefers its employees to do which of the following?

   a. to concentrate on their job or career field and spend less time and effort on society.
   b. to belong to social groups.
   c. to join the local country club.
   d. to be conscious of what is going on in the community.

4. Which of the following is the most frequent cause of a communication breakdown?

   a. failure to listen.
   b. mannerisms.
   c. failure to speak clearly.
   d. lack of feedback.

5. Which term refers to "the ability to generate new ideas?"

   a. intelligence.
   b. creative ability.
   c. acceptance of change.
   d. alertness.

6. Misunderstandings and errors are most often the result of which of the following?

   a. ineffective communication.
   b. technicalities.
   c. inability to make decisions.
   d. cognative dissonance.

7. When making a business decision, the first thing to do is:

   a. evaluate each solution.
   b. state the facts.
   c. define the problem.
   d. take action.

8. Which of the following types of communication skills is most essential in marketing?

   a. written.
   b. oral.
   c. graphic.
   d. illustrative.

9. The most important personal quality expected of employees in marketing is:

   a. ability to get along with others.
   b. technical know how.
   c. aggressiveness.
   d. enthusiasm.

10. The payment for sales services in a business is usually based on what type of plan?

   a. salary only.
   b. straight commission.
   c. salary plus commission.
   d. salary and bonus.

LAP TEST ANSWER KEY: MARKETING ATTITUDES

1. a
2. c
3. d
4. a
5. b
6. a
7. c
8. b
9. a
10. c

UNIT TEST ANSWER SHEET

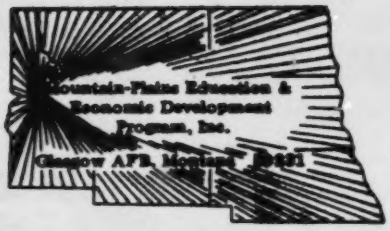
Occupational Area:
File Code: 27.03.01.B2-2
Name:

ANSWERS

27.03.01.01	1.	A		21.		41.	
	2.	A		22.		42.	
	3.	B		23.		43.	
	4.	D		24.		44.	
	5.	C		25.		45.	
27.03.01.02	6.	A		26.		46.	
	7.	C		27.		47.	
	8.	A		28.		48.	
	9.	D		29.		49.	
	10.	C		30.		50.	
27.03.01.03	11.	D		31.		51.	
	12.	D		32.		52.	
	13.	C		33.		53.	
	14.	D		34.		54.	
	15.	B		35.		55.	
	16.			36.		56.	
	17.			37.		57.	
	18.			38.		58.	
	19.			39.		59.	
	20.			40.		60.	

Student: _____ File Code: 27.03.01.00.B2-2

Date: _____ Date Published: 10-2-74



UNIT POST TEST: BASIC HUMAN RELATIONS

27.03.01.01

1. Which of the following statements is true of the studies on allowing employees coffee breaks?

   a. the production increases.
   b. fewer job turnovers.
   c. there is no effect on the employees.
   d. the production decreases.

2. The ability to get along with people off the job is referred to as:

   a. unstructural human relations.
   b. formal human relations.
   c. informal human relations.
   d. structural human relations.

3. The word that refers to one's ability to express ideas and opinions without offending others is:

   a. respect.
   b. tact.
   c. honesty.
   d. personality.

4. Which of the following work fields is most dependent on human relations?

   a. medicine.
   b. transportation.
   c. the entertainment field.
   d. marketing.

5. The ability to maintain self-control and to display tact, courtesy and respect is the same as:

   a. dependability.
   b. self-confidence.
   c. self-discipline.
   d. initiative.

27.03.01.02

6. What type of characteristic are posture, body structure and appearance?

   a. physical.
   b. mental.
   c. spiritual.
   d. emotional.

27.03.01.02 cont.

7. The word describing a person who has neat and clean appearance is:

   a. courteous.
   b. industrious.
   c. well-groomed.
   d. well-mannered.

8. The feelings or emotions a person has toward a situation, fact or subject, are referred to as his:

   a. attitude.
   b. mannerism.
   c. I.Q.
   d. loyalty.

9. Such feelings as love, hate, fear, anger, pride, worry, and confidence are all classified as:

   a. instincts.
   b. traits.
   c. attitudes.
   d. emotions.

10. Honesty and respect for other people and their property make up what part of a person?

   a. personality.
   b. intelligence.
   c. character.
   d. mannerisms.

27.03.01.03

11. A marketing employee, who constantly keeps in mind that he is not going to waste his employer's time and supplies, demonstrates which of the following traits?

   a. emotional control.
   b. integrity.
   c. industrious.
   d. cost consciousness.

12. If an employee in a retail store is honest and acts according to a code of ethics, he is said to have which of the following traits?

   a. initiative.
   b. loyalty.
   c. alertness.
   d. integrity.

13. The ability to analyze is important for which of the following types of people?

   a. only the boss of a business.
   b. people in unstructured relationships.
   c. employees in marketing and distribution.
   d. people in informal relationships.

27.03.01.03 cont.

14. "The ability to recognize the simple, obvious, or practical approach to solving a problem" is a definition of which of the following?

    a. decision making.
    b. communication.
    c. cost effectiveness.
    d. common sense.

15. Which of the following abilities is considered to be the key to problem solving?

    a. ability to make decisions.
    b. ability to analyze.
    c. decision-making ability.
    d. knowledge of human relations.

File Code: 27.03.02.00.A2-1

Date Published: 9-20-74

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Experience Guide

UNIT: UNDERSTANDING EMPLOYER - EMPLOYEE RELATIONS

RATIONALE:

The activities in this unit will help you to understand the benefits for employees and those a business expects from an employee. It is necessary to communicate with fellow employees and the supervisors.

PREREQUISITES:

Communications Skills at Level E.

OBJECTIVE:

Identify benefits an employee can offer to a business and the benefits a business can offer the employee. Apply the types of leadership and rules for communicating with your supervisor in a role-playing situation.

RESOURCES:

Psychology and Human Relations in Marketing, Donald D. Hiserodt, Gregg Division/ McGraw-Hill Book Co., 1969.

GENERAL INSTRUCTIONS:

Complete all performance activities in this unit. Take the unit test upon completion of LAP .05.

PERFORMANCE ACTIVITIES:

.01 Employer - Employee Benefits.
.02 Communicating With Supervisors.
.03 Informal Organization.
.04 Employee Participation.
.05 Employer Training.

EVALUATION PROCEDURE:

Complete instructor-scored multiple-choice test with 80% accuracy. Complete performance test according to the criteria on the test.

FOLLOW-THROUGH:

Go to the first assigned LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.03.02.00.A2-2

Date: _____ Date Published: 10-2-74

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

UNIT PRETEST: UNDERSTANDING EMPLOYER-EMPLOYEE RELATIONS

27.02.00.01

1. A pension plan which is designed so that part of the pension funds are collected from the profits of the company is called a/an:

   a. group benefit plan.
   b. employer investment plan.
   c. contributory plan.
   d. profit sharing plan.

2. In the study of business, the principle of self consumption is used in which of the following ways?

   a. employees who exploit their employers.
   b. self-employed workers.
   c. employers can sell to the highest bidder.
   d. workers can buy the goods they produce.

3. The type of insurance which pays for any loss caused by injury or death on the job is called:

   a. social security.
   b. FICA.
   c. survivors insurance.
   d. workman's compensation.

4. Salaries in specialized "high sales" fields are usually which of the following plans?

   a. commissions only.
   b. straight salaries.
   c. hourly.
   d. salary plus commission.

5. Which of the following describes an equal opportunity employer?

   a. one who will consider hiring anyone, regardless of race, creed, religion, or sex.
   b. one who will hire only those who are members of a minority group.
   c. one who will hire only women.
   d. one who will give preference to women and minority group members.

27.03.02.02

6. Most human relations problems in an organization are a result of which of the following?

a. poor working conditions.
b. authoritarian leadership.
c. free-rein leadership.
d. poor communication.

7. Which type of leadership is most effective when group members are highly trained, competent, and motivated to the point where the work of the group can be divided into individual effort?

a. agrarian.
b. democratic.
c. authoritarian.
d. free-rein.

8. In a retail store, a good example of functional staff is which of the following?

a. stock clerk.
b. sales people.
c. checker cashiers.
d. sales promotion people.

9. The term defining "the process of dividing the responsibility, authority, and work of a business into smaller units which specialize their activities" is:

a. controlling.
b. staffing.
c. organization.
d. planning.

10. Division of work by different levels of responsibility is called:

a. integral division.
b. diagonal division.
c. horizontal division.
d. vertical division.

27.03.02.03

11. Which is the best way to fight gossip and not spread it?

a. don't listen to it.
b. take the matter to your supervisor.
c. speak out with the facts.
d. take the matter to the union steward.

12. What is the primary reason for the existence of the informal organization?

a. to counteract the demands of management.
b. the natural drive of people to associate with others.
c. because of deficiencies in training programs.
d. to deal with morale problems.

13. Which of the following has the most influence on how the informal organization is structured?

a. management.
b. chance.
c. environment.
d. working conditions.

14. Leadership in the informal organization stems primarily from:

a. personality.
b. authority.
c. responsibility.
d. aggressiveness.

15. Which of the following would be a status symbol among employees of a retail store?

a. commissions.
b. a salesbook.
c. a key to the executive washroom.
d. display props.

27.03.02.04

16. The primary way most companies prefer to fill higher level job openings is through:

a. competitive tests.
b. psychological examinations.
c. promotion of people from within the ranks.
d. recruiting from competitors.

17. Which of the following is <u>not</u> one of the personal qualities needed by a supervisor?

a. ability to take criticism.
b. ability to delegate responsibility.
c. ability to coordinate.
d. ability to take a firm stand.

27.03.02.04 cont.

18. Which of the following is true about an employee who submits suggestions to improve his employer's business?

a. he is finding fault.
b. he is participating with his employer.
c. he is being uncooperative.
d. he is criticizing.

19. High morale in a company is primarily the result of which of the following?

a. good wages.
b. good fringe benefits.
c. good working conditions.
d. good human relations.

20. Reading is an essential job skill in marketing. How many words per minute does the average person read?

a. 100-200.
b. 300-400.
c. 200-400.
d. 250-450.

27.03.02.05

21. A group of highly skilled craftsmen is usually known as a:

a. labor union.
b. committee.
c. union shop.
d. guild.

22. Which of the following is the primary reason for labor strikes?

a. employees do not like their supervisors.
b. employees do not like top executives.
c. economic issues.
d. personal need issues.

23. The most common organization formed by workers to promote their common interests is which of the following?

a. union.
b. guild.
c. lodge.
d. bowling team.

24. Which of the following is the first step in training an employee?

a. reassure the discouraged trainee.
b. plan for training and set goals.
c. report the trainee's progress.
d. explain why something is done.

27.03.02.05 cont.

25. Which of the following is <u>not</u> one of the keys to training others?

a. reassuring nervous trainees.
b. adjusting the training pace.
c. showing only one part of the task at a time.
d. working for the proper form.

UNIT TEST ANSWER SHEET

Occupational Area:
File Code: 27.03.02.00.A2-2
Name:

ANSWERS

27.03.02.01	1. D	_____	27.03.02.05	21. D	_____	41.	_____
	2. D	_____		22. C	_____	42.	_____
	3. D	_____		23. A	_____	43.	_____
	4. D	_____		24. B	_____	44.	_____
	5. A	_____		25. C	_____	45.	_____
27.03.02.02	6. D	_____		26.	_____	46.	_____
	7. D	_____		27.	_____	47.	_____
	8. D	_____		28.	_____	48.	_____
	9. C	_____		29.	_____	49.	_____
	10. D	_____		30.	_____	50.	_____
27.03.02.03	11. A	_____		31.	_____	51.	_____
	12. B	_____		32.	_____	52.	_____
	13. B	_____		33.	_____	53.	_____
	14. A	_____		34.	_____	54.	_____
	15. C	_____		35.	_____	55.	_____
27.03.02.04	16. C	_____		36.	_____	56.	_____
	17. B	_____		37.	_____	57.	_____
	18. B	_____		38.	_____	58.	_____
	19. D	_____		39.	_____	59.	_____
	20. C	_____		40.	_____	60.	_____

File Code: 27.03.02.01.A2-0

Date Published: 3/18/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Employer - Employee Benefits

OBJECTIVE:

Identify three benefits that the marketing employee can offer a business, and five benefits which a business can offer the employee.

EVALUATION PROCEDURE:

Complete a student-scored multiple-choice objective test. Successful completion is eight out of ten items.

RESOURCES:

Psychology and Human Relations in Marketing, Hiserodt, 1969.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 48 through 55.
3. Neatly answer questions 1 through 10 at the top of page 56 on a separate sheet of paper.
4. Turn in the answer sheet to the instructor.
5. Return the text.
6. Take the LAP test. Correct all errors.
7. When this assignment is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.03.02.01.A2-2

Date: _____ Date Published: 10-2-74

LAP TEST: EMPLOYER - EMPLOYEE BENEFITS

1. An employee discount is a common fringe benefit in a:

   a. wholesale business.
   b. retail business.
   c. production business.
   d. service business.

2. "The process of organizing, planning, and coordinating the efficient use of human and material resources" is a definition of:

   a. direction.
   b. control.
   c. management.
   d. staffing.

3. The branch of economics concerned with the training and utilization of workers' skills is called:

   a. personnel management.
   b. man power development.
   c. labor administration.
   d. arbitration.

4. Which of the following is a fringe benefit required by law?

   a. FICA.
   b. OSHIA.
   c. OASDI.
   d. MEDC.

5. A pension plan which is designed so that part of the pension funds are collected from the profits of the company is called a/an:

   a. group benefit plan.
   b. employer investment plan.
   c. contributory plan.
   d. profit sharing plan.

6. Which of the following accurately describes the employer-employee relationship found in business today?

   a. one of dominance by the employer.
   b. one of exploitation.
   c. one of dominance by the employee.
   d. one of partnership.

7. In the study of business, the principle of self consumption is used in which of the following ways?

   a. employees who exploit their employers.
   b. self-employed workers.
   c. employers can sell to the highest bidder.
   d. workers can buy the goods they produce.

8. The responsibility of job safety is that of:

   a. both the employer and the employee.
   b. the employee only.
   c. the employer only.
   d. the employee and the Industrial Accident Board.

9. The type of insurance which pays for any loss caused by injury or death on the job is called:

   a. social security.
   b. FICA.
   c. survivors insurance.
   d. workman's compensation.

10. Which of the following describes an equal opportunity employer?

   a. one who will consider hiring anyone, regardless of race, creed, religion, or sex.
   b. one who will hire only those who are members of a minority group.
   c. one who will hire only women.
   d. one who will give preference to women and minority group members.

LAP TEST ANSWER KEY: EMPLOYER - EMPLOYEE BENEFITS

1. b
2. c
3. b
4. a
5. d
6. d
7. d
8. a
9. d
10. a

File Code: 27.03.02.02.A2-0

Date Published: 3/18/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Communicating with Supervisors

OBJECTIVE:

Identify and define the three types of leadership, and identify the five rules to follow in communicating with your supervisor.

EVALUATION PROCEDURE:

Complete a student-scored multiple-choice objective test. Successful completion is eight out of ten items.

RESOURCES:

Psychology and Human Relations in Marketing, Hiserodt, 1969.
Filmstrip: "Store Rules Make Good Sense", Merchandiser Film Production.

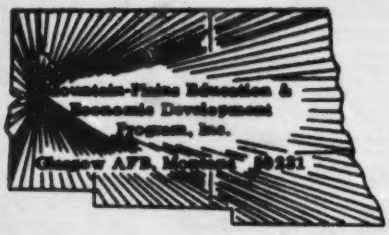
PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. View filmstrip, "Store Rules Make Good Sense".
3. Read pages 61 through 70.
4. Study the illustration on page 65 for additional information.
5. Neatly answer questions 1 through 14 in the middle of page 71, and questions 4, 5, and 8 at the top of page 72, on a separate sheet of paper.
6. Turn in your answer sheet to the instructor.
7. Return the text.
8. Take the LAP test. Correct all errors.
9. When this assignment is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.03.02.02.A2-2

Date: _____ Date Published: 10-2-74



LAP TEST: COMMUNICATING WITH SUPERVISORS

1. In a business, those employees who accomplish the primary objectives of a business are of which category?

   a. personnel.
   b. support staff.
   c. primary.
   d. line.

2. In a business, those employees who assist the employers who accomplish the business' primary objectives are of which category?

   a. office.
   b. personnel.
   c. functional.
   d. staff.

3. Which of the following defines the employee's principle responsibilities and authority and his relationship to his immediate supervisor?

   a. staff chart.
   b. job description.
   c. task analysis.
   d. flow chart.

4. Most human relations problems in an organization are a result of which of the following?

   a. poor working conditions.
   b. authoritarian leadership.
   c. free-rein leadership.
   d. ppor communication.

5. A leader who takes on all responsibility, determines all policy, and makes all decisions is practicing which of the following forms of leadership?

   a. autocratic.
   b. laissez-faire.
   c. free-rein.
   d. republican.

6. In a retail store a good example of functional staff is which of the following?

   a. stock clerk.
   b. sales people.
   c. checker cashiers.
   d. sales promotion people.

7. Division of work by different levels of responsibility is called:

   a. integral division.
   b. diagonal division.
   c. horizontal division.
   d. vertical division.

8. Under which of the following types of leadership are group members encouraged to participate as a team?

   a. laissez-faire.
   b. democratic.
   c. autocratic.
   d. republican.

9. Under which type of leadership exists more communications in both the lines of authority and between members of the group?

   a. integral.
   b. autocratic.
   c. democratic.
   d. free-rein.

10. A beginning employee is usually limited to improving:

   a. downward communication.
   b. upward communication.
   c. diagonal communication.
   d. intrinsic communication.

LAP TEST ANSWER KEY: COMMUNICATING WITH SUPERVISORS

1. d
2. d
3. b
4. d
5. a
6. d
7. d
8. b
9. c
10. b

File Code: 27.03.02.03.A2-0

Date Published: 3/18/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Informal Organization

OBJECTIVE:

Identify the informal subgroups in a business organization and state the functions of each subgroup.

EVALUATION PROCEDURE:

Complete a student-scored multiple-choice objective test. Successful completion is eight out of ten items.

RESOURCES:

Psychology and Human Relations in Marketing, Hiserodt, 1969.

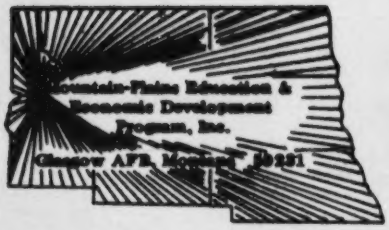
PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 77 through 83.
3. Neatly answer questions 1 through 7 under "Talking Business" on page 84, and questions 2, 4, 6, 8 and 9 under "Sharpen Your Outlook" on page 84 and 85, on a separate sheet of paper.
4. Turn in your answer sheet to the instructor.
5. Return the text.
6. Take the LAP test. Correct all errors.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.03.02.03.A2-2

Date: _____ Date Published: 10-2-74



LAP TEST: INFORMAL ORGANIZATION

1. The main source of communication in the informal organization is through:

   a. written letters.
   b. gossip and rumors.
   c. illustrative correspondence.
   d. nonverbal expressions.

2. "A particular object that clearly indicates a person's social rank" is which of the following?

   a. status symbol.
   b. medallion.
   c. badge.
   d. insignia.

3. Communication in the informal organization is most often accomplished by which of the following?

   a. interoffice memos.
   b. bulletin board notices.
   c. briefing memos.
   d. the grapevine.

4. The cause of most communication problems is:

   a. failure to speak clearly.
   b. semantic difficulties.
   c. failure to control emotions.
   d. lack of intelligence.

5. "The science of word meaning" is defined as:

   a. psychology.
   b. communication.
   c. semantics.
   d. telepathy.

6. In dealing with an unscrupulous fellow worker, the first step should be to:

   a. discuss the situation with that worker.
   b. take the problem to your supervisor.
   c. take the matter to the labor council.
   d. discuss the matter with your friends on the job.

7. What is the primary reason for the existence of the informal organization?

   a. to counteract the demands of management.
   b. the natural drive of people to associate with others.
   c. because of deficiencies in training programs.
   d. to deal with morale problems.

8. The listener may improve or control his ability to listen when he is a member of a listening audience by:

   a. sitting close to the speaker.
   b. leaning forward alertly.
   c. concentrating to avoid distractions.
   d. closing his eyes to shut out distractions.

9. Which of the following is the primary cause of rumors?

   a. failure to listen carefully.
   b. semantic difficulties.
   c. lack of intelligence.
   d. static.

10. Leadership in the informal organization stems primarily from:

   a. personality.
   b. authority.
   c. responsibility.
   d. aggressiveness.

LAP TEST ANSWER KEY: INFORMAL ORGANIZATION

1. b
2. a
3. d
4. b
5. c
6. a
7. b
8. c
9. a
10. a

File Code: 27.03.02.04.A2-0

Date Published: 3/18/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Employee Participation

OBJECTIVE:

Identify the two main divisions of employees. Identify what is meant by "employee participation" and state why employee participation is desirable.

EVALUATION PROCEDURE:

Complete a student-scored multiple-choice objective test. Successful completion is eight out of ten items.

RESOURCES:

Psychology and Human Relations in Marketing, Hiserodt, 1969.
Filmstrip: "Power of Store Morale," Merchandiser Film Productions.

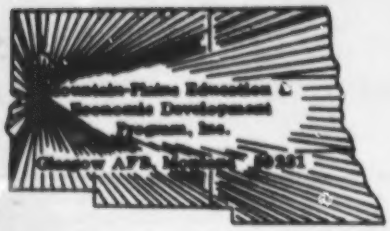
PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 89 through 94.
3. Neatly answer questions 1 through 6 under "Talking Business" on page 95, and questions 5, 6, 7, and 8 under "Sharpen Your Outlook" on page 96, on a separate sheet of paper.
4. Turn in your answer sheet to the instructor.
5. Ask a fellow student who is in the Human Relations Course to participate in a practice role-playing situation on pages 97 & 98 - question 2.
6. Return the text.
7. Take the LAP test. Correct all errors.
8. When this assignment is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.03.02.04.A2-2

Date: _____ Date Published: 10-2-74



LAP TEST: EMPLOYEE PARTICIPATION

1. The term that labels "an employee's involvement in the management's decision making process" is:

   a. committee review.
   b. collective bargaining.
   c. participation.
   d. arbitration.

2. The greatest benefit derived from proper use of employee participation is:

   a. increased productivity.
   b. increased creativity.
   c. lower turnover.
   d. high salaries.

3. An example of informal employee participation in a company is:

   a. committee work.
   b. suggestion programs
   c constant communication with supervisors.
   d. profit sharing plans.

4. Which of the following statements is a generally accepted truth about leadership?

   a. leaders are born not made.
   b. leadership demands aggressiveness.
   c. leadership depends upon delegated authority.
   d. leadership can be developed.

5. The primary way most companies prefer to fill higher level job openings is through:

   a. competitive tests.
   b. psychological examinations.
   c. promotion of people from within the ranks.
   d. recruiting from competitors.

6. Which of the following is <u>not</u> one of the personal qualities needed by a supervisor?

   a. ability to take criticism.
   b. ability to delegate responsibility.
   c. ability to coordinate.
   d. ability to take a firm stand.

7. Which of the following is true about an employee who submits suggestions to improve his employer's business?

   a. he is finding fault.
   b. he is participating with his employer.
   c. he is being uncooperative.
   d. he is criticizing.

8. "A comprehensive study of the opinions and attitudes of employees toward all factors affecting their jobs" is called a/an:

   a. popularity poàl.
   b. opinion poll.
   c. morale survey.
   d. educational research project.

9. What is the primary reason for rules in organizations?

   a. they inform subordinates when they are getting out of line.
   b. they guide employees in accomplishing the goals of management.
   c. they provide management with a reason for dismissing employees.
   d. they help management keep employees tense.

10. Reading is an essential job skill in marketing. How many words per minute does the average person read?

   a. 100-200.
   b. 300-400.
   c. 200-400.
   d. 250-450.

LAP TEST ANSWER KEY: EMPLOYEE PARTICIPATION

1. c
2. b
3. c
4. d
5. c
6. b
7. b
8. c
9. b
10. c

File Code: 27.03.02.05.A2-0

Date Published: 3/18/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Employee Training

OBJECTIVE:

Identify the ten keys to training others and define the purpose of role-playing.

EVALUATION PROCEDURE:

Complete a student-scored multiple-choice objective test. Successful completion is eight out of ten items.

RESOURCES:

Psychology and Human Relations in Marketing, Hiserodt, 1969.

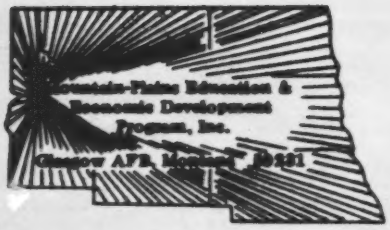
PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 100 through 105.
3. Neatly answer questions 1 through 6 under, "Talking Business" on page 106, and questions 2, 3, and 5 under, "Sharpen Your Outlook" on page 106, on a separate sheet of paper.
4. Turn in your answer sheet to the instructor.
5. Ask a fellow student to help with a practice session. Train him or her on how to use the Monarch Dial-A-Pricer; be sure to apply the "ten keys to training others".
6. Return the text.
7. Take the LAP test. Correct all errors.
8. Ask instructor for unit test. Upon completion, hand in for evaluation.
9. Ask instructor for performance test.
10. When this assignment is successfully completed, proceed to the next course.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.03.02.05.A2-2

Date: _____ Date Published: 10-2-74



LAP TEST: EMPLOYEE TRAINING

1. Collective bargaining involves which of the following?

   a. a single employee and his supervisor.
   b. a department conference.
   c. a labor union and representatives of management.
   d. a union steward and a new employee.

2. Which of the following are emotional traits?

   a. appearance and speech.
   b. maturity and self-control.
   c. intelligence and character.
   d. dress and grooming.

3. According to the text, the key to self-confidence is:

   a. a good first impression.
   b. good communications.
   c. success.
   d. honesty.

4. The union representative in a department is called a/an:

   a. mediator.
   b. steward.
   c. arbitrator.
   d. troubleshooter.

5. Which of the following is the primary reason for labor strikes?

   a. employees do not like their supervisors.
   b. employees do not like top executives.
   c. economic issues.
   d. personal need issues.

6. The most common organization formed by workers to promote their common interests is which of the following?

   a. union.
   b. guild.
   c. lodge.
   d. bowling team.

7. Which of the following is the first step in training an employee?

   a. reassure the discouraged trainee.
   b. plan for training and set goals.
   c. report the trainee's progress.
   d. explain why something is done.

8. The decision of what businesses are to produce is influenced mainly by the wants of which one of the following groups?

   a. government officials.
   b. unions.
   c. consumers.
   d. business owners.

9. The term that refers "to placing yourself in the position of another person" is:

   a. imagination.
   b. role playing.
   c. behavior.
   d. job performance.

10. "A group of persons delegated to consider or take action on matters of common interest to management and employees" is a/an:

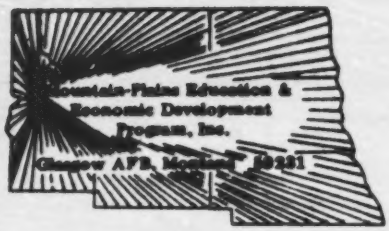
   a. association.
   b. guild.
   c. college.
   d. committee.

LAP TEST ANSWER KEY: EMPLOYEE TRAINING

1. c
2. b
3. c
4. b
5. c
6. a
7. b
8. c
9. b
10. d

Student: _____ File Code: 27.03.02.00.A1-5

Date: _____ Date Published: 11/13/74



Family Pay Number: _____ Sex: M F (Circle 1)

UNIT PERFORMANCE TEST: UNDERSTANDING EMPLOYER/EMPLOYEE RELATIONS

OBJECTIVE:

Solve three different human relations problems in a role playing situation according to the attached checklist.

TASK:

The student will be asked to assume the role of a supervisor, employer, and salesperson within a given simulation. The student will solve each situation by taking correct action.

ASSIGNMENT:

CONDITIONS:

The student will be supplied with three different simulations. He will be asked to solve a human relations problem in a simulation. He may not receive any help from the instructor or other students. The student will have a time limit of 15 minutes for each situation.

RESOURCES:

Three Role-play Situations
Person to take opposite role

ASSIGNMENT SHEET 1

Role Playing Situation #1:

The characters in this situation are a supervisor of a selling department in a large store and a salesperson in that department. The characters can be of either sex and you can supply the names. The supervisor is young and inexperienced in supervisory work, but has been doing a good job. He has not had to discipline an employee before. The salesperson is older than the supervisor and has more years of experience in selling.

SITUATION: In checking the selling records of the salespeople in the department, the supervisor has noted that a salesperson's sales have been slipping. The point has been reached where the salesperson is not selling enough to pay his salary. The supervisor has observed the salesperson and felt that the salesperson is rude to customers and has an "I don't care" attitude. The supervisor has asked the salesperson to come in for a "talk".

The office door opens and the salesperson comes into the supervisor's office. The supervisor speaks:

ASSIGNMENT SHEET 2

Role Playing Situation #2:

The characters in this situation are a sales person and a customer. The characters can be of either sex and you supply the names. The salesperson is younger and is just learning, but has been able to handle other situations. However, he has not run up against this kind of situation before.

The customer is older and has had two bad experiences with other salespeople. Now the customer is very cautious of salespeople.

SITUATION: The salesperson was called over to relieve another salesperson because of an emergency. The salesperson has sold the customer six items but listed only five on the sales check and has told the customer the amount of the sale. Before the customer paid, the salesperson rechecked the sale and discovered the error. The salesperson told the customer the correct amount, but the customer refuses to pay. The salesperson speaks:

ASSIGNMENT SHEET #3

Role Playing Situation #3:

The characters in this situation are two employees who work in a men's wear department. The characters can be either sex and you supply the names.

One employee has worked in the department longer. The department employees all work on a salary plus commission. The other employee is new and just learning about fabrics, styles, and fitting suits. Most of the other employees are very helpful and seem to like the new employee. The older employee resents the added competition, so is cool and resentful to the new employee.

SITUATION: Last night the new employee and the older one were the only salespeople in the department. The newer employee had a customer who had already said that he would take the suit, but the new employee needed help in marking the collar for alterations. He asked the older employee to show him how to do it. The older employee said, "Here, give me that." He grabbed the marking chalk and marked the needed alterations. Soon, he proceeded to close the sale and rang it up on his key, thereby taking the credit and the commission.

The customer leaves. The new employee speaks:

Student: _____ File Code: 27.03.02.00.A1-5

Date: _____ Date Published: 11/13/74

Family Pay Number: _____ Sex: M F (Circle 1)

PERFORMANCE CHECKLIST:

OVERALL PERFORMANCE: Satisfactory_____ Unsatisfactory_____

	CRITERION Met	Not Met
Objective 1:		
1. Identify the true problem.		
Criterion: The student will follow the correct procedures as		
given in "Psychology and Human Relations in Marketing"		
by Donald D. Hiserodt, Chapter 7.		
2. Identify the facts to be considered in each situation.		
Criterion: Conformance with facts given in situation		
presented to student in assignment sheet.		
3. Give three possible solutions for each situation.		
Criterion: The solutions must all be appropriate to the		
problem being dealt with and must be practical.		
4. Evaluate the results of each solution.		
Criterion: Solution must be evaluated as to appropriateness		
and practicality.		
5. Recommend the best possible solution.		

	CRITERION Met	Not Met
Criterion: Keys solution to discussion with opposite role.		
Student must satisfactorily complete 4/5 line items to		
receive an overall score of satisfactory.		

UNIT TEST ANSWER SHEET

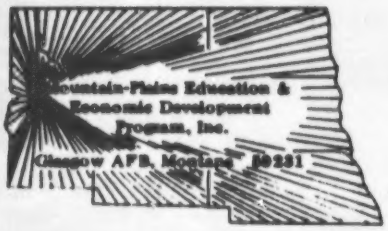
Occupational Area: _____
File Code: 27.03.02.00 B2-2
Name: _____

ANSWERS

27.03.02.01	1.	C		27.03.02.05	21.	C	41.
	2.	C			22.	D	42.
	3.	D			23.	B	43.
	4.	B			24.	C	44.
	5.	D			25.	C	45.
27.03.02.02	6.	A			26.		46.
	7.	D			27.		47.
	8.	D			28.		48.
	9.	C			29.		49.
	10.	D			30.		50.
27.03.02.03	11.	B			31.		51.
	12.	D			32.		52.
	13.	A			33.		53.
	14.	B			34.		54.
	15.	C			35.		55.
27.03.02.04	16.	D			36.		56.
	17.	B			37.		57.
	18.	B			38.		58.
	19.	D			39.		59.
	20.	D			40.		60.

Student: _____ File Code: 27.03.02.00.B2-2

Date: _____ Date Published: 10-2-74



UNIT POST TEST: UNDERSTANDING EMPLOYER-EMPLOYEE RELATIONS

27.03.02.01

1. What event in history brought about the change of self-employment to employment by others?

   a. the scientific management.
   b. the organizing of unions.
   c. the Industrial Revolution.
   d. the Magna Carta.

2. In terms of business economics, "man-made resources such as money, buildings, power and equipment" are examples of which of the following categories?

   a. goods and services.
   b. management.
   c. capital.
   d. monetary compensations.

3. In terms of business economics, "natural resources such as water, minerals, and wood" fall into the category of:

   a. selective resources.
   b. capital resources.
   c. monetary resources.
   d. land resources.

4. Which of the following statements is true of the effect pleasant and safe working conditions have on the employees?

   a. the turnover of employees increases.
   b. their production increases.
   c. satisfaction with their job decreases.
   d. the employees become lazy and nonproductive.

27.03.02.01 cont.

5. Salaries in specialized "high sales" fields are usually which of the following plans?

   a. commissions only.
   b. straight salaries.
   c. hourly.
   d. salary plus commission.

27.02.03.02

6. How many employees can a good manager effectively supervise?

   a. 9-12.
   b. 6-9.
   c. 5-7.
   d. 12-15.

7. "The obligation to account for something" is a definition of:

   a. authority.
   b. span of control.
   c. integrity.
   d. responsibility.

8. Which type of leadership is most effective when group members are highly trained, competent, and motivated to the point where the work of the group can be divided into individual effort?

   a. agrarian.
   b. democratic.
   c. authoritarian.
   d. free-rein.

9. The term defining "the process of dividing the responsibility, authority, and work of a business into smaller units which specialize their activities" is:

   a. controlling.
   b. staffing.
   c. organization.
   d. planning.

10. The first principle to follow in communicating with a supervisor is:

   a. follow up on your communication.
   b. consider what your message may imply.
   c. know what you want to communicate.
   d. know with whom you can communicate.

27.03.02.03

11. The term defining "the system of personal and social relationship that exists between members of a group" is:

a. authority.
b. informal organization.
c. society.
d. lines of communication.

12. Which of the following best describes personality?

a. it is inherited.
b. it cannot be altered.
c. it is acquired by study.
d. it is a result of experience and environment.

13. Which is the best way to fight gossip and not spread it?

a. don't listen to it.
b. take the matter to your supervisor.
c. speak out with the facts.
d. take the matter to the union steward.

14. Which of the following has the most influence on how the informal organization is structured?

a. management.
b. chance.
c. environment.
d. working conditions.

15. Which of the following would be a status symbol among employees of a retail store?

a. commissions.
b. a salesbook.
c. a key to the executive washroom.
d. display props.

27.03.02.04

16. "Employees who function under supervisors, but do not supervise" are referred to as:

a. staff employees.
b. productive employees.
c. functional employees.
d. operative employees.

17. Which of the following is the primary element to consider in designing a formal communication system for an organization?

a. it must be low cost.
b. it must express the needs and character of the organization.
c. it must tell employees only what they need to know.
d. it must rapidly communicate messages.

27.03.02.04 cont.

18. Employees will least accept training in the area of:

a. job skills.
b. communication.
c. dress and grooming.
d. management.

19. High morale in a company is primarily the result of which of the following?

a. good wages.
b. good fringe benefits.
c. good working conditions.
d. good human relations.

20. Many businesses have initiated reading improvement programs because management personnel spend how much of their time in reading?

a. 35 percent.
b. 85 percent.
c. 70 percent.
d. 50 percent.

27.03.02.05

21. The term that describes "the discussing of issues between the labor and management is:

a. arbitration.
b. mediation.
c. collective bargaining.
d. committee review.

22. A group of highly skilled craftsmen is usually known as a:

a. labor union.
b. committee.
c. union shop.
d. guild.

23. Which of the following statements is true about the ability to make decisions?

a. it is inborn.
b. it can be acquired through experience.
c. it cannot be learned.
d. it depends on your job level.

24. Which of the following groups make up the union membership?

a. blue collar only.
b. white collar only.
c. white collar and blue collar.
d. blue collar and managerial.

27.03.02.05 cont.

25. Which of the following is not one of the keys to training others?

a. reassuring nervous trainees.
b. adjusting the training pace.
c. showing only one part of the task at a time.
d. working for the proper form.